14th Annual Conference:
CLINICAL PRACTICE GUIDELINES & QUALITY CANCER CARE™

March 11 – 15, 2009
The Westin Diplomat • 3555 South Ocean Drive • Hollywood, Florida

Reserve Your Premier Space Today!
Save $500 when you reserve by Monday, December 1, 2008

www.nccn.org
Conference Features

The NCCN 14th Annual Conference features an expanded focus on quality issues related to cancer care, challenges in the business of oncology, experts’ predictions about the future of cancer medicine, and updates to the *NCCN Clinical Practice Guidelines in Oncology™*.

Exhibitors at the NCCN Annual Conference have valuable opportunities to:
- Engage key opinion leaders in oncology
- Identify new business opportunities
- Connect with cancer care professionals from across the U.S. and the globe
- Increase visibility
- Market new programs, products, and services

Who Attends the NCCN Annual Conference?

The National Comprehensive Cancer Network Annual Conference: Clinical Practice Guidelines & Quality Cancer Care™ draws oncologists from private practice, government and academic settings, oncology fellows, nurses, pharmacists, and other cancer health care providers from across the United States and around the globe. Conference attendees learn about the latest NCCN Clinical Practice Guidelines in Oncology™, NCCN Task Force Reports, and new cancer therapies. There will be roundtable discussions featuring leading professionals from academic, clinical, industry, and business realms of cancer care.

Sessions offer attendees from various health care disciplines the opportunity to obtain continuing education credits from:
- The Accreditation Council for Continuing Medical Education (ACCME)
- The American Nurses Credentialing Center’s Commission on Accreditation (ANCC)
- The Accreditation Council on Pharmacy Education (ACPE)
- The Commission for Case Manager Certification (CCMC)
Highlights of the NCCN 14th Annual Conference include:

NCCN Clinical Practice Guidelines in Oncology™
Update Sessions:
- Breast Cancer
- Colon and Rectal Cancers
- Kidney Cancer
- Melanoma
- Non-Hodgkin’s Lymphomas
- Non-Small Cell Lung Cancer
- Ovarian Cancer
- Pancreatic Adenocarcinoma
- Soft Tissue Sarcoma
- Thyroid Carcinoma

Roundtable Discussion:
- Finding and Achieving Value in Cancer Care

Special Session:
- NCCN Oncology Outcomes Database Project

NCCN Task Force Reports:
- Bone Health in Cancer Care
- Integration of ER/PR Tumor Markers into Treatment Planning for Breast Cancer
- Management of Dermatologic and Other Toxicities Associated with EGFR Inhibition in Patients with Cancer
- Tumor Markers in CML and Lymphomas

Sunday Brunch with the Experts:
- Management of Cancer in Specialty Population Groups

Visit www.nccn.org to register or to view more information for this educational program.
Exhibitors

The NCCN Annual Conference: Clinical Practice Guidelines & Quality Cancer Care™ reaches over 1,300 cancer care professionals and key opinion leaders in oncology. Exhibitors include pharmaceutical, medical device, biotechnology companies, health care publishers, patient advocacy organizations, and managed care companies.

Exhibitors at the NCCN 13th Annual Conference: Clinical Practice Guidelines & Quality Cancer Care™ included:

- Abbott
- Abraxis Oncology
- Alexion Pharmaceuticals, Inc
- Amgen, Inc.
- ASCENT Integrated Medical Solutions/AmerOnc
- Association of Community Cancer Centers (ACCC)
- Bayer HealthCare Pharmaceuticals/Onyx Pharmaceuticals
- Bristol-Myers Squibb
- Cancer Hope Network
- Celgene Corporation
- Center on Outcomes, Research and Education (CORE)
- Cephalon Oncology
- Clariant
- Commcare Pharmacy
- Dana-Farber/Brigham and Women’s Cancer Center
- Eisai Oncology Franchise
- Eli Lilly and Company
- Elsevier
- Elsevier Oncology
- Fox Chase Cancer Center
- GE Healthcare
- Genentech BioOncology
- Genomic Health, Inc
- Gilda’s Club South Florida
- GlaxoSmithKline Scientific
- GlaxoSmithKline
- Hospira Worldwide, Inc.
- ICU Medical, Inc.
- ImClone Systems Incorporated
- IMPAC Medical Systems, Inc.
- ImpediMed, Inc.
- Jones and Barlett Publishers
- Lilly Oncology On Canvas: Expressions of a Cancer Journey
- Massachusetts General Hospital Cancer Center
- Medscape Hematology-Oncology
- Memorial Sloan-Kettering Cancer Center
- Merck & Co., Inc.
- MGI PHARMA, INC.
- Millennium Pharmaceuticals
- H. Lee Moffitt Cancer Center & Research Institute
- Myriad Genetic Laboratories
- Novartis Oncology
- Oncology Business Review
- OptumHealth Education
- Ortho Biotech Products L.P.
- OSI Oncology
- Patient Advocate Foundation
- Pfizer Oncology
- Pharmion Corporation
- RedPath Integrated Pathology, Inc.
- Reed Medical Education
- Roche
- sanofi-aventis
- Schering-Plough Pharmaceuticals
- Seattle Cancer Care Alliance
- Sigma-Tau Pharmaceuticals, Inc.
- St. Jude Children’s Research Hospital/University of Tennessee Cancer Institute
- ThyCa:Thyroid Cancer Survivors Association, Inc.
- Varian Medical Systems
- Venture Medical Centers
- Within3
- Wyeth Pharmaceuticals
A Wealth of Opportunities to Fit Your Strategic Marketing Needs

Exhibitors
As an integral part of the NCCN 14th Annual Conference, exhibitors provide a wealth of information to attendees, and, in turn, receive uncommon exposure to influential oncology health care providers from across the U.S. and the globe.

Food and refreshments for breakfast, lunches, and breaks will be served in the exhibit hall to encourage attendee traffic.

Custom exhibits are permitted regardless of booth size. As part of the exhibit fee, each exhibitor receives:
- Carpeted exhibit hall
- Standard pipe and drape setup including a back and side curtain in black
- One (1) 6-foot draped table
- One (1) 7” x 44” one-line identification sign with company name
- Two (2) chairs
- One (1) wastebasket
- Two (2) complimentary full-conference registrations
- Unlimited exhibit hall only badges (conference materials not included)

Booth Space

Standard Booth Space
The standard booth for exhibitors is 10’ x 10’.
Exhibit Fee $6,000 U.S.

Expanded Booth Space
An expanded booth for exhibitors is 10’ x 20’.
Exhibit Fee $12,000 U.S.

Food and Beverage

Premium Space
Offer your choice of a food or beverage in a corner 10’ x 20’ booth.
Exhibit Fee $20,000 U.S.

Island Booth Space
Island booths are now offered and measure 20’ x 20’.
Exhibit Fee $24,000 U.S.
Conference Attendee Reception

A reception will be held in the exhibit hall at the conclusion of the Thursday afternoon sessions providing the additional opportunity to network with conference attendees. Hors d’ouvres and cocktails will be served at this function.

Exhibit Guide

All exhibitors will be individually listed in the NCCN Annual Conference Exhibit Guide with a brief company description.

Discount Advertising Rates in Exhibit Guide

As an exhibitor at the NCCN Annual Conference, you can take advantage of discounted rates to advertise in the NCCN Exhibit Guide. Book your ad at the time of booth reservation and receive premium placement.

Early Bird Discount!

SAVE $500 when you reserve your space by Monday, December 1, 2008
Exhibitor Offerings

All supporters of the exhibitor offerings will be recognized in:
- the exhibit guide with a highlighted notation of support next to your company’s description
- an advertisement in the exhibit guide
- a flyer door drop to attendees announcing exhibit hall specific complimentary offerings

Wireless Zone & Cyber Café I
$100,000
Attendee guest rooms, within the Westin Diplomat, and the exhibit hall will be Wireless Zones where attendees are afforded free internet access via their laptops or from multiple computers available for use in Cyber Café I. Your company's logo will be featured on promotional signs, as a screen saver on the cyber cafe computers, and the wireless IP address will be supporter branded.

Cyber Café II
$50,000
Due to extraordinary demand, attendees will be offered an additional Cyber Café; multiple computers will be available for use in Cyber Café II. Your company's logo will be featured on promotional signs, as a screen saver on the cyber cafe computers, and the wireless IP address will be supporter branded.

Boarding Pass Printout Station
$35,000
The boarding pass printout station will provide attendees the opportunity to print their airline boarding passes – free-of-charge. A banner sign and directional signs will identify your support. You may also provide printing paper with your company's logo on it.

Binder Shipping Station
$30,000
The shipping station will provide attendees the opportunity to ship their conference binder home directly from the conference – free-of-charge. A banner sign and directional signs will identify your support.

Exhibitor Showcases
$25,000
A unique opportunity to teach your target audience by providing an informational presentation in a casual atmosphere conveniently located inside the exhibit hall. Presentations will last 15 minutes followed by an audience Q&A session. A banner sign and directional signs will identify your support.

South Florida Map
$20,000
Your company logo will appear on a PopOut map of the greater South Florida area designed to welcome tourists and visitors to the vicinity. This map will be inserted into attendee bags and will be available throughout the conference foyer areas.

Gift Basket
$10,000
At check-in, attendees will be delighted with a custom welcome gift basket awaiting them in their rooms. Sponsor this offering and reach your target audience by advertising your company and your company’s message via a gift basket created and supplied by you.
Exhibit Hall Information

Location
The NCCN 14th Annual Conference: Clinical Practice Guidelines & Quality Cancer Care™ will be held at The Westin Diplomat Convention Center in Hollywood, Florida. The exhibit hall is located on the 3rd floor of The Westin Diplomat Convention Center, directly next to the general session area in Great Halls 4, 5, and 6.

Payment Schedule
Full payment must accompany the Exhibit Space Application & Contract at the end of this packet. Payment may be made by check or money order, (made payable to the National Comprehensive Cancer Network) or by credit card (MasterCard, Visa, or American Express).

Booth Assignment
Exhibit assignments commence immediately with space assigned on a first-payment-received basis. Applications will be accepted until Friday, January 16, 2009 or until all booth spaces are filled. Upon assignment, you will receive a confirmation letter informing you of your assigned booth number.

Exhibitor Registration Hours*
Wednesday, March 11, 2009  ▪  1:00 PM – 8:00 PM

Exhibitor Set-Up Hours*
Wednesday, March 11, 2009  ▪  1:00 PM – 8:00 PM

Exhibit Dates & Hours*
Thursday, March 12, 2009  ▪  7:00 AM – 5:30 PM
(Conference Attendee Reception: 3:30 – 5:30 PM)
Friday, March 13, 2009  ▪  7:00 AM – 4:00 PM

Food and refreshments for breakfasts, lunches, breaks, as well as the Conference Attendee Reception will be located in the exhibit hall to encourage attendee traffic.

*Times are subject to change
Housing Information

All exhibitors are required to book and pre-pay for their sleeping rooms in full. Reservations must be pre-paid and are 100% non-refundable (including no-shows and shortening of stays). A $50 administration fee will be charged for all name substitutions. All exhibitors must make their housing reservations through the NCCN Exhibitor Housing office no later than Wednesday, January 28, 2009 to ensure adequate housing.

A block of discounted rooms has been reserved at The Westin Diplomat at $289 plus tax per night, single or double occupancy. This rate is guaranteed until Wednesday, January 28, 2009.

To make housing reservations through the Exhibitor Housing Office, please contact Diane McPherson at mcpherson@nccn.org or 215.690.0266.

Booth Cancellation

Notification of booth space cancellation must be received in writing on or before Monday, February 2, 2009 to receive a refund of the exhibiting fee. No refunds will be made for cancellations received after Monday, February 2, 2009.

Booth Cancellation Penalties

- Through December 31, 2008: full refund less $100
- January 1, 2009 – February 2, 2009: 50% refund
- After February 2, 2009: no refund
Important Dates

Monday, December 1, 2008   Early Bird Exhibitor Registration Deadline – Save $500
Friday, January 16, 2009   Application deadline for exhibit space
Friday, January 23, 2009   Exhibitor Service Kits available
                          Booth numbers assigned
                          Floor plan available
Wednesday, January 28, 2009   Last day for hotel room reservations
Monday, February 2, 2009   Cancellation clause takes effect
Friday, February 13, 2009   Notify Jennifer Tredwell at tredwell@nccn.org
                          of intent to conduct a booth drawing
Friday, February 20, 2009   Discount rate for booth furnishings expires
Thursday, March 5, 2009    Advance warehouse freight deadline (discount rate expires)
Wednesday, March 11, 2009  Exhibitor Registration
                          ■ 1:00 PM – 8:00 PM
Wednesday, March 11, 2009  Exhibitor Installation
                          ■ 1:00 PM – 8:00 PM
Wednesday, March 11, 2009  Welcome Reception
                          ■ 6:00 PM – 9:00 PM
Thursday, March 12, 2009   Exhibit Hours
                          ■ 7:00 AM – 5:30 PM
                          Conference Attendee Reception
                          ■ 3:30 PM – 5:30 PM
Friday, March 13, 2009     Exhibit Hours
                          ■ 7:00 AM – 4:00 PM
Friday, March 13, 2009     Exhibit Dismantling
                          ■ 4:00 PM – 8:00 PM
Deadline for Submission
Friday, January 16, 2009

Instructions
1. Apply for exhibit space by completing this form and submitting it with payment by Friday, January 16, 2009.
2. You will receive a letter confirming receipt of your application and a registration packet including NCCN 14th Annual Conference registration forms. Each individual exhibiting must complete and return this form.
3. You will receive a Service Kit with exhibit details 4 to 6 weeks before the NCCN 14th Annual Conference.

Send your completed application to (or contact for more information):

Jennifer Tredwell
Senior Advertising Manager
NCCN
275 Commerce Drive
Suite 300
Fort Washington, PA 19034
Phone – 215.690.0274
Fax – 215.690.0280
tredwell@nccn.org

Exhibitor Information (please type or print clearly)

Organization___________________________________________________________________________

Contact Name _________________________________________________________________________
(Name of person who will be responsible for your exhibit and to whom all future correspondence should be sent)

Title__________________________________________________________________________________

Address_______________________________________________________________________________
City______________________________________________State _________Zip Code ______________
Phone ________________________________________________________________________________

E-mail (required for registration) ___________________________________________________________

List exhibitors you do not wish to be next to or directly across the aisle from.
_____________________________________________________________________________________

Promotional Information

Organization Name for Conference Materials (Use upper and lower case letters exactly as you want your organization’s name to appear on conference materials and signage)
_____________________________________________________________________________________

Please provide a brief 75-word description of your company/product to be included in the NCCN 14th Annual Conference Exhibit Guide, which will be distributed to all conference attendees.
_____________________________________________________________________________________
_____________________________________________________________________________________

Payment Information

☐ $6,000 ($5,500 if reserved by December 1, 2008) 10’ x 10’ Exhibitor Space
☐ $12,000 ($11,500 if reserved by December 1, 2008) 10’ x 20’ Exhibitor Space
☐ $18,000 ($17,500 if reserved by December 1, 2008) 10’ x 30’ Exhibitor Space
☐ $20,000 ($19,500 if reserved by December 1, 2008) Food and Beverage Corner 10’ x 20’ Exhibitor Space
☐ $24,000 ($23,500 if reserved by December 1, 2008) 20’ x 20’ Island Exhibitor Space

☐ Check enclosed (Please make checks payable to: National Comprehensive Cancer Network and mail to: NCCN, 275 Commerce Drive, Suite 300, Fort Washington, PA 19034, Attn: Janice Tucker)

☐ Visa ☐ MasterCard ☐ American Express

Cardholder’s Name _____________________________________________________________________
Billing Address________________________________________________________________________
Cardholder’s e-mail ___________________________________________________________________
City__________________________________________State/Province _________Zip/Postal Code __________
Card Number __________________________________________________________________________
Card Verification # ________________________Exp. Date ______________________________________

NCCN may charge the credit card for the amount as indicated above.

Signature_____________________________________________________________________________

For office use only
Date application received ________
Date exhibit fee received __________
NCCN Contact Information

EXHIBIT OPPORTUNITIES
Jennifer Tredwell
Senior Advertising Manager
215.690.0274
tredwell@nccn.org

SUPPORT OPPORTUNITIES
Lyn Fitzgerald
Senior Manager, Strategic Development
215.690.0226
fitzgerald@nccn.org

About NCCN
The National Comprehensive Cancer Network (NCCN), a not-for-profit alliance of 21 of the world’s leading cancer centers, is dedicated to improving the quality and effectiveness of care provided to patients with cancer. Through the leadership and expertise of clinical professionals at NCCN Member Institutions, NCCN develops resources that present valuable information to the numerous stake holders in the health care delivery system. As the arbiter of high-quality cancer care, NCCN promotes the importance of continuous quality improvement and recognizes the significance of creating clinical proactive guidelines appropriate for use by patients, clinicians, and other health care decision-makers. The primary goal of all NCCN initiatives is to improve the quality, effectiveness, and efficiency of oncology practice so patients can live better lives. For more information, visit www.nccn.org.